

We Claim

1. A gaming device comprising:
  - a game display to display a plurality of reels, each reel including a plurality of symbols movable with movement of the reels during play of the game to produce an outcome, said display displaying said outcome in matrix-form;
  - a bonus trigger associated with at least one of said symbols;
  - a processor configured to select a matrix location parameter and to issue a bonus upon the concurrence of (i) an outcome including a bonus trigger and (ii) a bonus trigger associated symbol is positioned in association with the selected matrix location parameter.
- 11 2. The device of claim 1 comprising said processor configured to select said location parameter from a group consisting of (a) a coordinate of the matrix, (b) a row of the matrix and (c) a column of the matrix.
3. The device of claim 1 comprising said processor configured to (iii) randomly select between a bonus and non-bonus condition and to issue a bonus award upon the concurrence of (i), (ii) and (iii).
- 17 4. The device of claim 1 comprising said processor configured to control the display to display a bonus award sequence in awarding said bonus.
5. The device of claim 1 comprising preselecting at least one symbol as a bonus trigger symbol and said processor configured to issue an award relative to the number of bonus trigger symbols in said outcome.
6. The device of claim 5 comprising said processor configured to control the display to display a bonus award sequence in an action sequence including said trigger
- 23

symbols.

7. A gaming device comprising:

- a game display to display a plurality of reels, each reel including a plurality of symbols movable with movement of the reels during play of the game to produce an outcome, said display displaying said outcome in matrix-form;
- a bonus trigger associated with at least one of said symbols;
- a processor configured to select a matrix location parameter and between a bonus and non-bonus condition and to issue a bonus upon the concurrence of (i) an outcome including a bonus trigger, (ii) a bonus trigger associated symbol is positioned in association with the selected matrix location parameter and (iii) selection of a bonus condition..

8. The device of claim 7 comprising said processor configured to select said location parameter from a group consisting of (a) a coordinate of the matrix, (b) a row of the matrix and (c) a column of the matrix.

9. The device of claim 7 comprising said processor configured to control the display to display a bonus award sequence in awarding said bonus.

17 10. The device of claim 7 comprising said processor configured to control the display to display a graphic sequence to indicate the selection of at least one of a bonus or non- bonus condition.

11. The device of claim 7 comprising designing at least one symbol as a bonus enhancement symbol and said processor configured to determine the selection and display of said bonus enhancement symbol and to increase said bonus award.

23 12. A gaming device comprising:

- a display;
- a data structure storing data corresponding to game symbols, at least one symbol designated as a bonus trigger symbol;
- a processor configured to (i) randomly select and display game symbols in a matrix form at the display to define at least one base game outcome, (ii) randomly select at least one of a matrix location parameter and bonus on - off parameter, (iii) detect the selection and display of a bonus trigger symbol and its correspondence to said at least one parameter to trigger a bonus award and (iv) if a bonus award has been triggered, issue a bonus award to the player.
13. The device of claim 12 comprising said processor configured to randomly select a matrix location parameter from a group consisting of at least one of a row, column or a matrix coordinate.
14. The device of claim 13 comprising said processor configured to select and apply both of said selected location parameter and said bonus on-off parameter in detecting if a bonus has been triggered.
16. A method for playing an electronic gaming device comprising:
- 17 providing a game display to display a plurality of reels, each reel including a plurality of symbols movable with movement of the reels during play of the game to produce an outcome, said display displaying said outcome in matrix-form;
- associating a bonus trigger with at least one of said symbols;
- configuring a processor for selecting a matrix location parameter and issuing a bonus upon the concurrence of detecting (i) an outcome including a bonus trigger and (ii) a bonus trigger associated symbol is positioned in association with the selected

matrix location parameter.

17. The method of claim 16 comprising (iii) randomly selecting between a bonus on and a bonus off condition and issuing a bonus award upon the concurrence of (i) - (iii).

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